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## Americans Say Thanks to GIs Deployed In Iraq & Afghanistan by Ordering Up **125,000** “Cups of Joe”

*Green Beans Coffee Company's CUP OF JOE FOR A JOE Program Makes it Easy to Treat a GI to a Cup of Premium Coffee*

Larkspur, CA, April 26, 2010 -- Green Beans Coffee Co. has delivered more than 125,000 cups of fresh-brewed coffee to armed services personnel deployed in Iraq and Afghanistan thanks to the generosity of thousands of Americans who have participated in the company's *CUP OF JOE FOR A JOE* program, launched early last year.

Virtually all of Green Beans Coffee's 70+ cafes are located on American military bases in seven countries, including the U.S., and more than half are in Iraq and Afghanistan. Many are situated on forward operating bases, places of extreme danger and where there are few amenities for the troops.

Under the CUP OF JOE program -- or COJ as the troops call it -- anyone with two dollars to spare can buy a cup of super premium coffee for a GI deployed on or near a U.S. Military base in support of Operation Enduring Freedom (OEF) and Operation Iraqi Freedom (OIF). What makes this program especially rewarding is the ability for the purchaser to send a personal note of thanks with the gift of a coffee drink. As a result, troops taking their breaks at the nearest Green Beans Cafe get recharged not only with a cup of fresh-brewed coffee but also by expressions of appreciation for their service and sacrifice from caring supporters. Many GIs express their gratitude in return emails, which have led to ongoing pen pal correspondence in some cases. A portion of their email letters are posted on the company's website [www.greenbeanscoffee.com](http://www.greenbeanscoffee.com) and Facebook pages [www.facebook.com/cupofjoeforajoe](http://www.facebook.com/cupofjoeforajoe).

“The expressions of thanks in both directions are heartwarming and often poignant,” said Jason Araghi, the company's Co-Founder. It's been particularly gratifying to see how such a small gesture has meant so much not only to the servicemen and women, but to the givers as well.”

From Kirkuk, Iraq, a soldier wrote: “Trust me, it's not insignificant. It's a big morale booster to receive something like this, you don't even realize. Thank you for supporting your soldiers.”

Another, in Baghdad, thanked the giver for their support and understanding. “As simple as it seems, a cup of coffee and a nice note go a very long way to making it a little less hard to be so far away from our homes and families.”

And from Bagram Air Base in Afghanistan, a GI wrote last summer; “I can tell you that nothing brings joy to my day like an espresso chai latte on ice from Green Beans. Thank you for your generosity.”



## **A Simple Three-Step Process**

Buying and receiving a COJ is a simple, three step process that begins on the Company's website <http://www.greenbeanscoffee.com/coj>.

The buyer first indicates how many cups of coffee they want to send to the troops. A gift of one cup of coffee costs \$2 while a "round" of JOE's for thirty soldiers costs \$60. Of course, givers can write in any other amount.

Then, if they would like the COJ to be delivered with a personal note, they enter a message of thanks and encouragement and indicate if they would like their email address displayed so that the GI can respond. Billing details are the third and final step.

It's just as easy for the troops to participate. To receive a COJ, servicemen and women can sign up for the program on the Green Beans website or in a cafe on their base. Within hours, they will receive an email from Green Beans Coffee letting them know that a COJ is waiting for them at the Cafe. Once they acknowledge this email through a provided link, the coffee is then ready to be picked up. If the giver has included a personal note with their return email, the GI will see it at that time and be able to respond with their own note of thanks.

## **About Green Beans Coffee Co.**

Founded in 1996, Green Beans Coffee Company is committed to bringing great coffee service to military personnel stationed around the globe and creating a warm environment where soldiers can relax and feel at home. The company operates 70+ cafes in the US and at military bases in six countries throughout Southwest Asia, the Middle East and East Africa. In response to customer demand, Green Beans Coffee is currently expanding its footprint in the U.S. market and around the world by offering its super premium coffee products, fresh baked goods, and healthy meal options in airports, metropolitan cities, and suburban communities.

Green Beans Coffee Company believes in giving back to its customers that serve their country. A portion of every sale is donated to one of three excellent organizations that help military families: Tragedy Assistance Program for Survivors [www.taps.org](http://www.taps.org), Soldiers' Angels [www.soldiersangels.org](http://www.soldiersangels.org), and Children of the Fallen Soldiers Relief Fund [www.cfsrf.org](http://www.cfsrf.org).

More information about Green Beans Coffee and their Cup of Joe for a Joe program can be found on the company's website at <http://www.greenbeanscoffee.com> and Facebook <http://www.facebook.com/cupofjoeforajoe> pages.